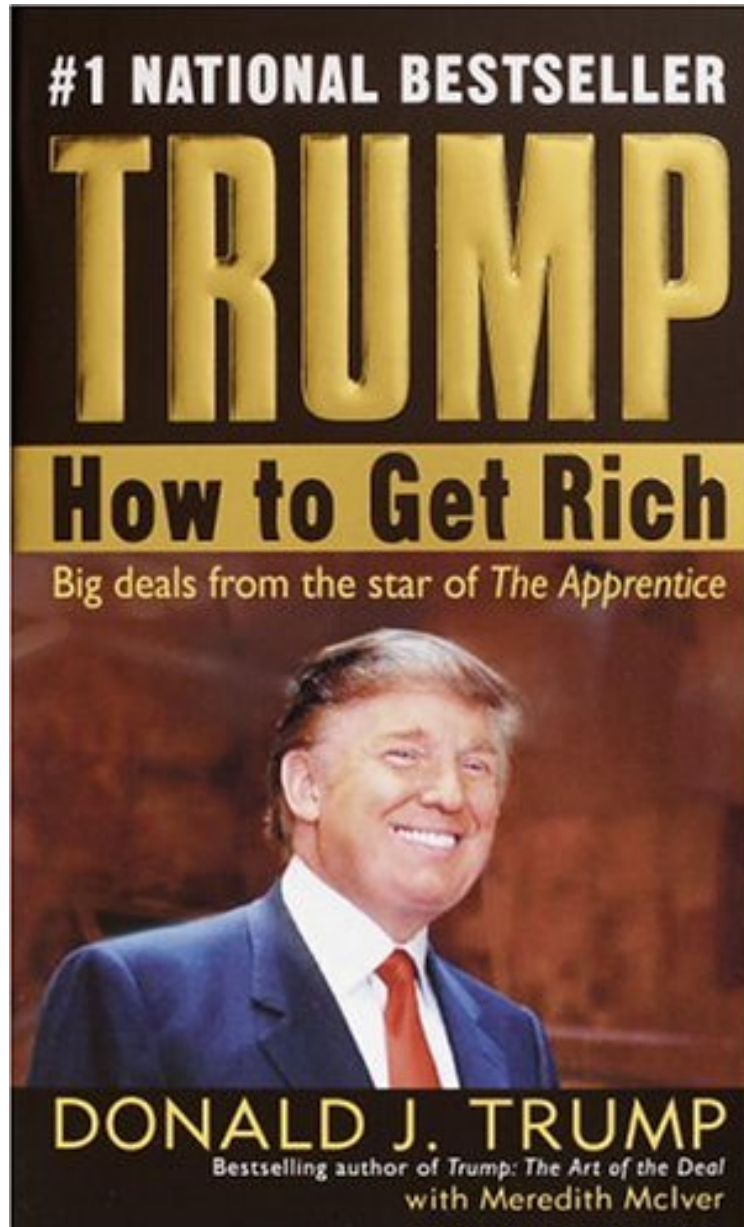


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## Trump: How to Get Rich

*Donald J. Trump, Meredith McIver*  
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**Donald J. Trump, Meredith McIver : Trump: How to Get Rich** before purchasing it in order to gage whether or not it would be worth my time, and all praised Trump: How to Get Rich:

0 of 0 people found the following review helpful. Great price. Thank youBy arennieEarly delivery. Informative material. Great price. Thank you.4 of 4 people found the following review helpful. Mildly EntertainingBy Aldo

MarcheseDonald Trump, more than being a businessman, is an entertainer and a very capable one-product marketing machine, where the product is Donald Trump. This book offers some common sense business advice on how to deal with employees, competitors etc. but is completely lacking any specifics on his real estate deals. The only thing which I found mildly entertaining is his constant bragging in regards to his achievements, his friends in high places (Melanie Griffith, Regis Philbin) and his hate for doctors. The only memorable advice was in regards to marriage where "The Donald" states: "Get a prenuptial agreement". 0 of 0 people found the following review helpful. Four Stars By Customer I recommend to not stamp the book sticker right on the front cover. Maybe inside the book thanks.

First he made five billion dollars. Then he made *The Apprentice*. Now *The Donald* shows you how to make a fortune, Trump style. HOW TO GET RICH Real estate titan, bestselling author, and TV impresario Donald J. Trump reveals the secrets of his success in this candid and unprecedented book of business wisdom and advice. Over the years, everyone has urged Trump to write on this subject, but it wasn't until NBC and executive producer Mark Burnett asked him to star in *The Apprentice* that he realized just how hungry people are to learn how great personal wealth is created and first-class businesses are run. Thousands applied to be Trump's apprentice, and millions have been watching the program, making it the highest rated debut of the season. In *Trump: How To Get Rich*, Trump tells all about the lessons learned from *The Apprentice*, his real estate empire, his position as head of the 20,000-member Trump Organization, and his most important role, as a father who has successfully taught his children the value of money and hard work. With his characteristic brass and smarts, Trump offers insights on how to: invest wisely; impress the boss and get a raise; manage a business efficiently; hire, motivate, and fire employees; negotiate anything; maintain the quality of your brand; think big and live large. Plus, *The Donald* tells all on the art of the hair! With his luxury buildings, award-winning golf courses, high-stakes casinos, and glamorous beauty pageants, Donald J. Trump is one of a kind in American business. Every day, he lives the American dream. Now he shows you how it's done, in this rollicking, inspirational, and illuminating behind-the-scenes story of invaluable lessons and rich rewards. From the Hardcover edition.

From Publishers Weekly With a central role in NBC's *The Apprentice*, Trump's star is soaring. In his fifth book (after *The Art of the Deal*, he offers a cursory glance behind the scenes of the hit reality show, but the bulk of the text consists of business advice ("Be Tenacious"; "Play Golf"; "Be Optimistic, but Always Be Prepared for the Worst") with illustrative details culled from his real estate and media dealings. (The glimpses he presents of his transformation of 40 Wall Street hint at a story that might deserve a more serious book all its own.) There are some surprises; at times, the quintessential New Yorker sounds almost like a California New Ager as he recommends up to three hours of quiet reflection a day along with the writings of Carl Jung. But he's soon back in recognizable form, advising readers to "screw enemies back" and explaining why various people (including former governor Mario Cuomo and talk-show host Joy Behar) are dead to him. Trump appears comfortable with himself, and he even makes light of potentially touchy subjects, such as his hair: "My hair is one hundred percent mine. No animals have been harmed in the creation of my hairstyle." There are occasional missteps, like an imitation of the New York Post's iconic gossip column "Page Six," which reads more like an annual Trump Christmas letter. But Trump's books have done an effective job of capturing his grand personality in print, and this volume is no exception. Bw photos throughout. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From the Inside Flap First he made five billion dollars. Then he made *The Apprentice*. Now *The Donald* shows you how to make a fortune, Trump style. HOW TO GET RICH Real estate titan, bestselling author, and TV impresario Donald J. Trump reveals the secrets of his success in this candid and unprecedented book of business wisdom and advice. Over the years, everyone has urged Trump to write on this subject, but it wasn't until NBC and executive producer Mark Burnett asked him to star in *The Apprentice* that he realized just how hungry people are to learn how great personal wealth is created and first-class businesses are run. Thousands applied to be Trump's apprentice, and millions have been watching the program, making it the highest rated debut of the season. In *Trump: How to Get Rich*, Trump tells all -- about the lessons learned from *The Apprentice*, his real estate empire, his position as head of the 20,000-member Trump Organization, and his most important role, as a father who has successfully taught his children the value of money and hard work. With his characteristic brass and smarts, Trump offers insights on how to: invest wisely; impress the boss and get a raise; manage a business efficiently; hire, motivate, and fire employees; negotiate anything; maintain the quality of your brand; think big and live large. Plus, *The Donald* tells all on the art of the hair! With his luxury buildings, award-winning golf courses, high-stakes casinos, and glamorous beauty pageants, Donald J. Trump is one of a kind in American business. Every day, he lives the American dream. Now he shows you how it's done, in this rollicking, inspirational, and illuminating behind-the-scenes story of invaluable lessons and rich rewards. About the Author DONALD J. TRUMP is the very definition of the American success story, continually setting standards of excellence while expanding his interests in real estate, gaming, sports, and entertainment. Aside from *The Apprentice*, Trump and NBC are also partners in the ownership and broadcast rights for the three largest beauty competitions in the world. In New York City, the Trump signature is synonymous with the most prestigious addresses, including the

renowned Trump Tower, the Trump International Hotel Tower, the soon-to-be converted Delmonico Hotel at Park Avenue and Fifty-ninth Street (Trump Park Avenue). The Trump Tower, and 40 Wall Street. He also has acclaimed golf courses in Briarcliff Manor, New York and Palm Beach, Florida and two others in development in New Jersey and Palos Verdes, California. Trump is the number one New York Times bestselling author of *The Art of the Deal*, *Surviving at the Top*, *The Art of the Comeback*, as well as *The America We Deserve*. All told, these books have sold millions of copies. An ardent philanthropist, Trump is involved with numerous civic and charitable organizations. In June 2000 he received his greatest honor, the Hotel and Real Estate Visionary of the Century, given by the UJA Federation.